

# BREASTFEEDING TIMES

MARCH 2013

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## *A Picture is Worth a Thousand Words*



What does your WIC site say about your collective beliefs on infant feeding? The old saying “a picture is worth a thousand words” can easily be demonstrated by looking at your WIC site with fresh eyes.


Tomorrow, before you enter work, take a moment to close your eyes, open the door, and just look around as if you have never been there before. What messages are you receiving from the pictures on the walls or things on display? Do the chairs look comfortable and

welcoming? Are members of the staff smiling and creating a warm, safe place to enter? Discuss your impressions with your supervisor and brainstorm ways that the message your site projects could be changed.

Reflecting breastfeeding as the normal or natural way to feed babies requires some thoughtful selection of the items displayed at your site and how the site is set up. Consider:

- ⇒ Beautiful mother and baby posters with breastfeeding messages
- ⇒ Pictures of your breastfeeding moms and babies

- ⇒ “Breastfeeding Welcomed Here” sign
- ⇒ Encourage mothers to breastfeed in your site
- ⇒ Only upon request, direct a mother to a private area for mothers to breastfeed
- ⇒ Display or offer materials that promote and support breastfeeding

As we continue to develop our image as a breastfeeding program and erasing our image as a formula program, we must look at all aspects of our program. Taking the time to see just what our sites are saying to our participants is another important step in making breastfeeding the norm. 

## *Update — BPC Program Trainings*

For FFY 2012-13, the BPC Program required bi-annual trainings include one Regional Training and one Statewide Training for PC Supervisors, IBCLCs, and PCs.

The BPC Programs will have two options to fulfill the Regional Training requirement. One option for a BPC Program is to plan a training with other BPC local agencies in their region, as previously done for past Regional Trainings. The second option is to select another breastfeeding training that is appropriate for the local agency’s BPC Program staff to attend. Please send your Regional Training choice for approval to Kari Malone at [kari.malone@cdph.ca.gov](mailto:kari.malone@cdph.ca.gov) by April 15, 2013.


Examples to fulfill the Regional Training requirement include:

- California WIC Association (CWA) Annual Conference (with emphasis on the Breastfeeding and Early Feeding tract)
- CWA Pre-Conference Trainings (Breastfeeding tract)
- La Leche League Seminars
- Local Breastfeeding Coalition Seminars
- SWAG Conferences LLC: <http://www.swagconferences.org>
- Gold Lactation Online Conferences: <http://www.goldconf.com>

Please note: The Regional Training is required for all BPC Program staff (PC Supervisors, IBCLCs, and PCs). The Regional Training should be reasonable in cost and local to the agency, especially since the agency must

have funds budgeted for the required Statewide Training.

The BPC Statewide Training will be held September 4-5, 2013, at the Sacramento Convention Center and is required for all BPC Program staff (PC Supervisors, IBCLCs, and PCs). More details and information about this training will be provided in the upcoming months. Please save the date, plan to attend the Statewide Training, and use BPC Program funds to cover the allowable costs (see WPM 630-16 for allowable costs for staff training, travel, and resources).

We look forward to reviewing your Regional Training choices and seeing all of you at the Statewide Training in Sacramento on September 4<sup>th</sup> and 5<sup>th</sup>. 

## Recap — California Breastfeeding Summit



DR. RON CHAPMAN PROVIDING HIS OPENING SPEECH

On January 30-February 1, the California Breastfeeding Coalition hosted the 3<sup>rd</sup> Annual California Breastfeeding Summit: *Strengthening Breastfeeding Support throughout the Continuum of Care*. The Summit brought together 340 physicians, nurses, lactation consultants, dietitians, peer counselors, and others who support breastfeeding women in California communities.


It was an inspiring three days starting with a coalition preconference that gave attendees the opportunity to network and gain skills in “Mastering the Mysteries of Meetings.” Dr. Ron Chapman, Director of the California Department of Public Health (CDPH), opened the summit by sharing the CDPH activities to improve breastfeeding rates and the increase in breastfeeding rates among our WIC population. Dr. Jane Heinig from UC Davis Human Lactation Center followed with the statewide breastfeeding trends, highlighted the rapid progress that has occurred over

the last few years, and discussed the partnerships and tools needed by lactation advocates facing the challenges ahead. There was also a special plenary session by Dr. Gail Christopher, Vice President for Program Strategy of the W.K. Kellogg Foundation. She shared the foundation’s commitment to the promotion of breastfeeding – “first food” and the policy changes needed to create new norms around breastfeeding. The summit ended with Dr. Laurence Grummer-Strawn, Chief of the Nutrition Branch at the US Centers for Disease Control and Prevention, describing a number of national initiatives to improve the support women can receive with breastfeeding and praising California for leading the nation on many key indicators of progress. In addition, there were dynamic workshops that focused on the Baby-Friendly Hospital Initiative, Community and Public Health Breastfeeding Support and Clinical



DR. LAURENCE GRUMMER-STRAWN OF US CDC ENJOYING A PLENARY SPEECH

Breastfeeding issues.

The summit program and PowerPoint presentations can be downloaded at [www.california-breastfeeding.org](http://www.california-breastfeeding.org). Overall, the summit gave the attendees many opportunities to share and reflect why we do this important work to improve exclusive breastfeeding rates in California, and time to strategize with partners across the continuum of care for improved breastfeeding support. 



REPRESENTATIVES LINE UP FOR THE PARADE OF BABY-FRIENDLY HOSPITALS

### MARK YOUR CALENDAR

#### *Breastfeeding Coordinators Meeting at CWA*

*Tues., April 23, 2013*

*4:00PM — 5:30PM*

Agenda items include: State update, quality education, breastfeeding materials, policy updates, and breastfeeding competencies.

### *Surplus Breast Pumps Available*

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***All you pay is shipping!***

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Available: 50 flanges

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916-326-5835 x6125, [anac@resource.org](mailto:anac@resource.org)

#### **Ameda Vacuum Gauge (New)**

Available: 18 individual gauges

Contact: Thuy Pham from State WIC

916-928-8639, [thuy.pham@cdph.ca.gov](mailto:thuy.pham@cdph.ca.gov)  
(free shipping from State WIC)

Send your agency’s surplus breastfeeding supplies announcement to:  
[Julie.In@cdph.ca.gov](mailto:Julie.In@cdph.ca.gov)

